

Policy P308 Signs

Responsible Business Unit/s	Development Services
Responsible Officer	Manager Development Services
Affected Business Unit/s	Development Services

Policy Objectives

This Planning Policy sets out the guidelines for the installation of signs on premises. It is designed to reduce the adverse visual amenity impact of signs, especially in residential areas.

Policy Scope

This Planning Policy applies to signs on any land within the City of South Perth. As defined in the City of South Perth Town Planning Scheme No. 6, 'sign' means: "any word, letter, model, sign, placard, board, notice device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, conveying a message, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements, with or without words".

Policy Statement

1. Signs in the Residential zone

(a) Signs for Non-Residential Uses in the Residential zone:

- (i) The City may approve one sign displaying the name of the business or facility on a site used for non-residential purposes in a residential zone. Where the City approves a sign it must:
 - (A) have an area of less than 0.6 square metres; and
 - (B) use letters or figures with a height or width of less than 75 millimetres.
- (ii) The City will not approve a sign displaying information other than the name of the business or facility on the site.
- (iii) The City's Town Planning Scheme No. 6 (TPS6) may restrict a Use to designated streets. Where TPS6 permits this Use on a corner lot the City will approve signs identifying this Use on the frontage that faces the designated street only.

(b) Names on building façades:

The City may approve the name and number of a building being fixed to the façade in letters or numbers with a height or width less than 300 millimetres.

2. Relationship between sign and use of a site

On a site in any zone, the City will only approve a sign relating to:

- (a) a use or business carried out on that site;
- (b) the name of one or more of the occupiers of that site; or
- (c) merchandise sold on that site.

3. Illuminated direction signs

The City will not approve illuminated direction signs in a street.

4. Non-illuminated direction signs on street poles

The City may approve a non-illuminated direction sign on a street pole if it indicates the location of a use for the public benefit that the City approves. The Schedule to this Planning Policy lists these approved uses.

5. Pylon signs

- (a) The City will not approve pylon signs on sites in a Residential zone.
- (b) The City may approve more than one pylon sign on a single lot if:
 - (i) the distance between the pylon signs is at least 25 metres; and
 - (ii) each sign identifies a different business or facility on that lot.

6. Revolving Signs

The City may approve a revolving sign having regard to the overall visual impact of the sign. All revolving signs must comply with Main Roads Western Australia (MRWA) prescribed standards.

7. Signs on Service Station sites

The City may approve the following signs on land used for the purpose of a Service Station:

- (a) One pylon sign:
 - (i) with an area of less than 20.0 square metres;
 - (ii) with a height of less than 8.0 metres above the level of the site immediately under the sign;
 - (iii) that does not project beyond any site boundary; and
 - (iv) that is located in a position that does not conflict with sight line distances at corners of intersecting streets, rights-of-way or driveways.
- (b) One sign indicating the price of petrol or gas with an area of less than 3.0 square metres.
- (c) One sign advertising products or services available at the Service Station with an area of less than 3.0 square metres.
- (d) The City may approve a multi-faced pylon sign.
- (e) The City may approve more than one sign of each kind.

8. Signs near traffic light controlled intersections

The City will not approve a sign in any zone if the sign is within 150 metres of a street intersection and is lit in such a way that it may be confused with traffic lights.

9. Control of Advertising on Main Roads

All signs on main roads must comply with the requirements of the Main Roads (Control of Advertising) Regulations 1996. Following the City's approval, all proposed signage visible from a main road and/or located within MRWA reserves, require approval from the Advertising Signs Co-ordinator of MRWA.

Schedule to Planning Policy P382: Signs

Non-illuminated direction signs on street poles

The City may approve a non-illuminated direction sign on a street pole if it indicates the location of any of the following uses:

- Aged or Dependent Persons' Dwellings;
- Churches;
- Cinema/Theatres;
- Civic buildings or facilities, such as the Civic Centre;
- Consulting Rooms, comprising 8 or more practitioners receiving patients simultaneously;
- Educational establishments, each of which will be considered on individual merit;
- Government agencies, such as a Post Office and Police Station;
- Heritage or historic places of community interest;
- Hospitals;
- Pharmacies, where open extensively after normal trading hours;
- Shopping centres, each of which will be considered on individual merit;
- Sporting clubs and facilities;
- Tourist Accommodation, such as hotels;
- Veterinary Clinics;
- Perth Zoo;
- Other uses where public benefit would be derived from identification, each of which will be considered on individual merit.

Legislation / Local Law Requirements

Main Roads (Control of Advertising) Regulations 1996

City of South Perth Town Planning Scheme No. 6, specifically Clause 6.12 "Signs"

Other Relevant Policies / Key Documents

P662: Advertising on Banner Poles

City of South Perth Strategic Plan 2015-2025